

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Michael Brinkman et al.

Appln. No.: 10/743,215

Group Art Unit: 3632

Filed: December 22, 2003

Examiner: Steven M. Marsh

For: **LABEL HOLDER FOR A SHELF  
PRICE CHANNEL**

Date of Notice: December 17, 2009

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Notice of Allowability mailed December 17, 2009, the Applicants traverse the Examiner's statement to the extent it differs from a mere restatement of the claim language. Applicants further traverse the Examiner's statement and reasoning insofar as they would lead to or suggest, if at all, an interpretation of the claimed invention different from the full extent of claim scope afforded thereto by the established law in the absence of the statement of the reasons for allowance.

Respectfully submitted,

\_\_\_\_\_  
/Andrew J. Heinisch/  
Andrew J. Heinisch, Registration No. 43666  
One of the Attorneys for Applicant(s)  
Reinhart Boerner Van Deuren P.C.  
2215 Perrygreen Way  
Rockford, Illinois 61107  
Telephone: (815) 633-5300  
Facsimile: (815) 654-5770

Date: March 2, 2010

<b><i>CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8</i></b>			
I hereby certify that this Comments on Statement of Reasons for Allowance and all accompanying documents are, on the date indicated below, <input checked="" type="checkbox"/> being transmitted to the United States Patent and Trademark Office via the Electronic Filing System.			
<i>Name (Print/Type)</i>	Nancy Kloster		
<i>Signature</i>	/Nancy Kloster/	<i>Date</i>	March 2, 2010